WHAT IS CLAIMED IS:

1.   A method for operating a set top box (STB), the method comprising:

providing a plurality of electronic program guide (EPG) preferences to an EPG provider;

receiving at the STB an EPG application program, wherein the EPG application program is configured according to at least one of the plurality of EPG preferences provided to the EPG provider;

storing the EPG application program in a memory associated with the STB;

receiving at the STB a programming information data structure, wherein the programming information data structure includes program listing information and wherein the programming information data structure is configured according to at least one of the plurality of EPG preferences; and

rendering at least a portion of the program listing information using the EPG application program.

2.   The method of claim 1, further comprising:

providing a unique identifier from the STB to the EPG provider.

3.   The method of claim 1, further comprising:

providing an STB characteristic to the EPG provider, wherein the received EPG application program is customized according to the provided STB characteristic.

4.   The method of claim 3, wherein the STB characteristic comprises:

STB memory information.

5.   The method of claim 3, wherein the STB characteristic comprises:

an STB manufacturer identifier.

6.   The method of claim 1, wherein rendering at least a portion of the listing information comprises:

extracting a template from the programming information data structure; and

populating the template with at least a portion of the listing information.

7.   The method of claim 1, wherein providing a plurality of EPG preferences comprises:

extracting a contact address from memory local to the STB, wherein the contact address is associated with an EPG provider; and

providing the unique identifier to the contact address.

8.   The method of claim 1, wherein the received EPG application program comprises JavaScript code.

9.   The method of claim 1, wherein the programming information data structure comprises a JavaScript data structure.

10.   The method of claim 1, wherein the programming information data structure comprises freshness information, the method further comprising:

determining whether the freshness information indicates that additional listing information should be retrieved from the EPG provider.

11.   A set top box (STB) comprising:

a processor; and

a memory device connected to the processor, the memory device comprising:

an electronic program guide (EPG) application program, wherein the EPG application program is configured according to a first EPG preference provided from the STB to an EPG provider; and

a program listing data item configured to be processed by the EPG application program, wherein the program listing data item comprises listing information and is configured according to a second EPG preference.

12.   An electronic programming guide (EPG) system comprising:

a processor;

a memory connected to the processor; and

a plurality of instructions stored on the memory, the plurality of instructions

configured to be executable by the processor to:

generate an EPG application program, wherein the EPG application

program is configured according to a plurality of EPG preferences selected at a set top

box (STB);

provide the EPG application program to the STB;

generate a programming information data structure, wherein the

programming information data structure includes program listing information and

wherein the programming information data structure is configured according to the

plurality of the EPG preferences; and

provide the programming information data structure to the STB.

13.   A method for dynamically generating a customized electronic program guide (EPG) program, the method comprising:

receiving an identifier for a set top box (STB);

determining a characteristic for the STB;

generating a list of EPG options available to the STB, wherein the list is generated according to the determined characteristic for the STB;

providing the list of EPG options to the STB;

receiving a plurality of selected EPG modules from the STB;

retrieving a plurality of EPG program options corresponding to the selected EPG options;

assembling the retrieved plurality of EPG program modules to form the customized EPG program; and

providing the customized EPG program to the STB.

14.   The method of claim 13, wherein determining a characteristic for the STB comprises:

determining one of the hardware configuration and the device manufacturer.

15.   The method of claim 13, wherein determining a characteristic for the STB comprises:

retrieving the characteristic from the STB.

16.   The method of claim 13, wherein one of the plurality of EPG program modules

comprises:

a parental control module.

17.   The method of claim 13, wherein one of the plurality of EPG program modules

comprises:

a frame viewing module.

18.   The method of claim 13, wherein one of the plurality of EPG modules comprises:

instructions to cause a browser in the STB to display frames.

19.   A method for dynamically generating a customized EPG program, the method comprising:

receiving EPG preference data;

retrieving program modules corresponding to the received EPG preference data;

assembling the retrieved program modules into an EPG program; and

providing the assembled EPG program to a viewer.

20.   A method for generating a customized program listing for a set top box (STB), the method comprising:

receiving from an STB a user preference for operating an electronic program guide (EPG);

retrieving programming information;

sorting the retrieved programming information according to the user preference;

formatting the sorted program information according to the user preference; and

providing the formatted program information to the STB.

21.   The method of claim 20, further comprising:

generating a template corresponding to the user preference; and

providing the template to the STB.

22.   The method of claim 20, wherein providing the template to the STB comprises:

providing the template to the STB generally simultaneously with providing the formatted program information.

23.   The method of claim 20, wherein formatting comprises:

arranging sorted program information into an interpreted-language data structure.

24.   The method of claim 20, wherein sorting comprises:

generating a plurality of lists of program information, wherein at least one of the

plurality of lists corresponds to the user preference.